



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

December 28, 2012

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer *WTF*

DISTRICT ATTORNEY REQUEST TO APPOINT MS. JEAN GUCCIONE TO THE POSITION OF SPECIAL ASSISTANT, DISTRICT ATTORNEY (UNCLASSIFIED)

The District Attorney, with the support of the Chief Executive Officer (CEO), requests approval to appoint Ms. Jean Guccione to the vacant and budgeted position of Special Assistant, District Attorney (UC), Item No. 9954, at an annual base salary of \$133,966.80. The base salary placement for Ms. Guccione onto Management Appraisal and Performance Plan Tier I Salary Range R12 (the Board approved range for this position) will place Ms. Guccione in the third quartile of the range. This salary is recommended based on Ms. Guccione's extensive public relations experience and the roles and responsibilities she will perform as Special Assistant to the District Attorney.

As Special Assistant, Ms. Guccione will report directly to the District Attorney, Jacquelyn Lacey, and be responsible for directing all activities in the Department's Media and Community Relations Bureau. More specifically, Ms. Guccione will be responsible for carrying out the District Attorney's objectives through subordinate managers/staff responsible for communication with the media, the public, and other governmental agencies as well as the public affairs and community outreach programs established by the District Attorney. The Bureau of Community Relations is responsible for developing and implementing community outreach activities developed to prevent crimes; planning and coordinating all bureau events; administering the Criminal Justice Institute, a regional training center to assist attorneys and law enforcement by offering

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

practical training programs and materials to enhance the investigation and prosecution of criminal cases; and managing graphics and multimedia projects for the Department. The Media Relations Division is responsible for communicating with the media and the public with timely and accurate information in matters of interest to the public and developing a positive image of the District Attorney's Office. This division prepares press releases, articles, speeches, and written statements for release to the news media on high profile cases and sensitive and complex issues; responds to a high volume of daily press inquiries from local, national, and international media outlets regarding current and closed high profile cases; organizes and arranges public information campaigns and press conferences to promote the goals, objectives, and programs of the department; and establishes and maintains diplomatic relations with the news media, community groups, departmental managers, and representatives of other governmental agencies and the public to provide information on departmental issues.

Ms. Guccione has more than 27 years of public relations experience and proven leadership ability. Ms. Guccione began her career with the District Attorney's Office in June 2007 as the District Attorney's Chief Field Deputy. In this role, Ms. Guccione has developed innovative solutions that have advanced the effectiveness of various departmental programs. In addition, Ms. Guccione spearheaded the Criminal Justice Institute Training Program, collaborating with over 150 law enforcement and governmental agencies, to provide high-quality training to public safety personnel. This training program has improved the investigation and prosecution of criminal cases throughout the Department. Under Ms. Guccione's leadership and active recruitment efforts, the number of Project L.E.A.D. (Legal Enrichment and Decision-Making) volunteers has more than doubled enabling the program to reach a larger number of students throughout Los Angeles County. Project L.E.A.D. has a law-based curriculum facilitated by volunteers that teach fifth-graders the knowledge and skills necessary to help them recognize the legal and social consequences of criminal behavior.

Prior to Ms. Guccione's employment with the District Attorney's Office, she was a Staff Writer for the Los Angeles Times. Ms. Guccione was responsible for breaking news and feature stories (e.g., high-profile court proceedings, public scandals, and the state and County budget) where she established contacts with community organizations, law enforcement personnel, and state and local elected officials. Additionally, as the Assistant Bureau Chief at The Times-Picayune, she gained experience managing a staff of editors, reporters, and photographers responsible for the production of various sections of the newspaper.

Each Supervisor
December 28, 2012
Page 3

In accordance with policy concerning managerial appointments, unless otherwise instructed by your Board by January 14, 2013, the CEO will advise the District Attorney that authorization has been granted to proceed with Ms. Guccione's appointment to Special Assistant, District Attorney (UC), at an annual base salary of \$133,966.80, effective no sooner than January 15, 2013.

If you have any questions, please contact me, or your staff may contact Paul Coyne at (213) 974-2484.

WTF:BC:ES
PC:AP:ra

c: District Attorney
Executive Office, Board of Supervisors
County Counsel

n:\mapplappointment brd memos\district attorney\da - jean guccione bos memo.docx